



**El Paso Collaborative
El Paso, TX**

Project Title	El Paso Collaborative for Community and Economic Development IDA Program
Contact Information	JoAnna Guillen 1359 Lomaland Drive, Room 516 El Paso, TX 79935 (915) 629-6734
AFI Grant Amount	\$150,000
Nonfederal Support	\$150,000
Project Period	September 2005 – September 2010
Project Description	The El Paso Collaborative for Community and Economic Development is expanding upon its existing AFI Project to offer 127 additional IDAs for homeownership. Savings will be matched at a rate of \$1 to \$1, up to \$2,000 in participant savings. One innovation used by the Collaborative was to play asset building videos at tax preparation sites. Performed in a skit format and performed by local actors, the videos use a humorous element and are intended to engage the largely Hispanic and low literacy audience about asset building.
Target Population	El Paso County, Texas.
Grantee/Collaborative Description	The El Paso Collaborative for Community and Economic Development is a nonprofit organization with the mission of assisting low-income individuals create wealth by promoting asset-development strategies, including home ownership and small business development. The Collaborative operates in a former Levi Strauss factory, converted to space for community agencies, where multiple fellow tenant agencies will provide participants with such support as housing counseling and financial literacy training. The Collaborative has an established relationship with Wells Fargo Bank, the partnering financial institution, which also provides financial support for the program.